



**METROPOLITAN
TRANSPORTATION
COMMISSION**

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Memorandum

TO: Administration Committee

DATE: March 2, 2011

FR: Executive Director

W. I. 1112

RE: Contracts – 2013 Sustainable Communities Strategy/Regional Transportation Plan Outreach through Community-Based Organizations

MTC staff requests the Committee's approval to enter into a contract with 14 community-based organizations to engage their communities in the development of Plan Bay Area, the 2013 Sustainable Communities Strategy/Regional Transportation Plan. This outreach effort is a key element of the public participation plan for the Plan, focusing on the region's communities of concern. The selected organizations will assist MTC in outreach to ensure that low-income communities and communities of color are consulted on issues related to how the Bay Area grows, where housing is located to accommodate future population growth, and the transportation network necessary to support the needs of all residents.

The selected community-based organizations will each have a maximum budget of \$5,000 to implement outreach activities this spring. In future annual agency budgets, staff will request additional funds for each organization to implement further outreach events in FY 2011-12 and FY 2012-13. Thus up to \$15,000 would be available to each organization over the duration of the outreach period.

Originally \$50,000 was set aside to implement up to ten contracts. However, given the strong response from so many well-qualified organizations, staff is requesting contracts with a total of 14 organizations. The additional \$20,000 will be covered by redirecting funds from other public outreach activities.

Background

On January 24, 2011, MTC issued a Request for Proposal (RFP) via e-mail to approximately 7,300 addresses, a postcard mailing to approximately 400 organizations, posting on the MTC web site, multiple newspaper display ads, and an accompanying press release. Organizations within the listed communities of concern (noted in the RFP) were invited to assist MTC with its outreach efforts in their community by organizing a meeting, event or some other appropriate outreach effort. Seven tasks were outlined in the scope of work, including attending informational and brainstorming meetings with MTC, providing appropriate advertising and meeting materials, organizing and hosting the event, encouraging community participation in the event, providing logistical support such as childcare and refreshments, and providing a written summary of comments received as a result of the outreach.

MTC received 40 proposals from various organizations in all Bay Area counties except Napa including a variety of business, faith-based, grassroots and non-profit organizations.

Evaluation Process

The proposals were evaluated by a five-member panel of MTC and ABAG staff on the following criteria:

1. The organization's experience in organizing and mobilizing its community(ies) around public policy issues.
2. Knowledge and experience surrounding transportation and land use issues and previous planning efforts.
3. Qualifications of key personnel, particularly in the area of community outreach, community advocacy and public involvement work, including effective oral communication skills.
4. Experience in working with a wide range of ethnic and low-income community members.
5. Location in Community of Concern.

The evaluation panel conducted phone interviews with eleven of the proposers to gain more information.

Recommendation

The evaluation panel recommends that this Committee authorize the Executive Director or his designated representative to enter into a contract with each of the following 14 community-based organizations listed in Attachment A for an amount of \$5,000 each, the total amount not to exceed \$70,000.

Steve Heminger

SH:pl

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Recommended CBO	County	Community of Concern
Causa Justa Just Cause	Alameda	East and West Oakland
South Hayward Parish	Alameda	Hayward/Union City
Youth Radio	Alameda	Alameda County-based, but potentially broadcasts locally and nationally
Monument Community Partnership	Contra Costa	Concord
Opportunity West	Contra Costa	Richmond
Grassroots Leadership Network of Marin	Marin	Canal Neighborhood & Marin City
Asian, Inc.	San Francisco	South of Market & Tenderloin
People Organized to Win Employment Rights (POWER)	San Francisco	Bayview Hunters Point & Mission
Housing Leadership Council	San Mateo	East Palo Alto/North Fair Oaks
Peninsula Conflict Resolution Center	San Mateo	South San Francisco/San Bruno
San Jose Downtown Association	Santa Clara	Central San Jose
Vietnamese Voluntary Association	Santa Clara	San Jose & Milpitas
KBBF Radio	Sonoma	Santa Rosa (Roseland District), but also broadcasts locally and nationally
Dixon Family Services	Solano	Dixon

REQUEST FOR COMMITTEE APPROVAL

Summary of Proposed Consultant Contracts

Work Item No.:	1112
Consultants:	Causa Justa Just Cause (Oakland, California); South Hayward Parish (Hayward, California); Youth Radio (Oakland, California); Monument Community Partnership (Concord, California); Opportunity West (Richmond, California); Grassroots Leadership Network of Marin (San Rafael, California); Asian, Inc. (San Francisco, California); People Organized to Win Employment Rights/POWER (San Francisco, California); Housing Leadership Council of San Mateo County (South San Francisco, California); Peninsula Conflict Resolution Center (San Mateo, California); San Jose Downtown Association (San Jose, California); Vietnamese Voluntary Foundation/VIVO (San Jose, California); KBBF Radio (Santa Rosa, California); Dixon Family Services (Dixon, California)
Work Project Title:	Community-Based Outreach for the Plan Bay Area, 2013 Sustainable Communities Strategy/Regional Transportation Plan
Purpose of Project:	Assist MTC in engaging low-income communities and communities of color in the development of Plan Bay Area.
Brief Scope of Work:	<ul style="list-style-type: none">• Meet with MTC and ABAG staff to learn about Plan Bay Area and identify best strategies for engaging the identified community.• Engage with and gather input from the community in spring 2011, acting as co-host and coordinator for any outreach events.• Produce and distribute appropriate materials to advertise meetings or other outreach.• Work within the community to encourage participation in Plan Bay Area.• Provide appropriate logistical support for the outreach event.• Provide a written summary of comments received from the outreach event.
Project Cost Not to Exceed:	\$5,000 for each organization; total budget not to exceed \$70,000.
Funding Source:	TDA funds
Fiscal Impact:	Funds are included in the FY 2010-11 budget

Motion by Committee:

That the Executive Director or his designee is authorized to negotiate and enter into a contract with Causa Justa Just Cause, South Hayward Parish, Youth Radio, Monument Community Partnership, Opportunity West, Grassroots Leadership Network of Marin, Asian, Inc., People Organized to Win Employment Rights/POWER, Housing Leadership Council of San Mateo County, Peninsula Conflict Resolution Center, San Jose Downtown Association, Vietnamese Voluntary Foundation/VIVO, KBBF Radio, and Dixon Family Services for the Community-Based outreach for the 2013 SCS/RTP, and the Chief Financial Officer is directed to set aside funds up to \$70,000 for such contracts.

Administration Committee:

Scott Haggerty, Chair

Approved:

Date: March 9, 2011